

CATALOGUE



NAVIFORCE  
WATCH  
NF9110

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***Dream It!***

***Do It!***

GUANGZHOU XIANGYU WATCH CO., LTD  
WWW.NAVIFORCE.COM



**NAVIFORCE**  
*for dream*

INSTRUCTION MANUAL

# BRAND STORY

NAVIFORCE brand was born for a purest insistence on the dream! At the beginning of the university life, Mr. Yang was exposed to real military camp life, truly feeling the boundless enthusiasm & pride, sheer perseverance and uprightness of soldiers. Since then, his heart has swelled with a sense of respect for them. And a small dream of becoming a soldier in the future had been rooted in the heart of this fresh-faced student. As a watch enthusiast, Mr. Yang was determined to be dedicated to the industry of watch design & manufacturing after graduation. With the purpose of becoming an outstanding watch designer, Mr. Yang has kept challenging himself for pursuing his own dream definitely.

Thus, NAVIFORCE was formally established in China in 2012, specializing in watch manufacturing. Two underlying meanings are indicated by this brand name. Firstly, it symbolizes that our brand strives to forge a corporate identity in the watch industry as the NAVY SEALS in the military forces. Additionally, it calls on and leads a younger generation in the new era to actively cultivate initiative vigour. Dream It, Do It! In merely a few years, the watches designed by Mr. Yang had been favored by all sectors of society, which also strengthened the pace of the NAVIFORCE brand on the road to innovation.

At the beginning of the establishment, the founder has set the brand soul to be "uniqueness and personality". With this aim in mind, designers began to capture all kinds of modern aesthetic elements that could be subtly incorporated into the watch design from various aspects, ranging from the daily life, nature, machinery, humanities to arts. Combined with the craftsmanship of watchmaking, these factors were transformed into "DNA molecule" of NAVIFORCE watches, which also carried the inner vitality of continuous innovation of the brand. Therefore, each watch manages to interpret the beauty of sports constantly, achieving a balance between practicality and a sense of fashion. Especially from the perspectives of the public, it has been labelled with freedom and unique personality.

NAVIFORCE adheres to the deeply-seated brand belief of "Leading Character, Fly Freely" . And in this era of individuality, a new generation of young people is eager to have a watch that reflects their own personality. Directing our efforts towards meeting the expectations of the young people, NAVIFORCE is committed to providing them with high - quality products and exceeding itself with high standard of services.

Under the brand slogan "Dream It, Do It" , NAVIFORCE allows the case back engraved "for dream" in each watch to remind every staff not to forget the original intention of the brand establishment. It is also this original intention that drives watchmakers to stick to their ingenuity for fulfilling the dream, while presenting high quality products to every one of you who also cherish your own dream.

As we look into the future, NAVIFORCE would continue to pursue individual design, explore exquisite craftsmanship and perfect customer experience. The ultimate goal of NAVIFORCE is to craft a global consumer watch brand.

## ADVICE FOR USE

1. Do not try to open the watchcase or dismantle it.
2. Please avoid violent collisions in daily life and take off the watch while doing vigorous exercise, which could create a shock to inside movement and cause the watch to stop working properly.
3. Don't adjust the calendar between 9:00pm - 3:00am, when the spare parts of the watch would turn along with the calendar. Too quick adjustment may damage the wheel of the watch and reduce the service life of the watch.
4. For watch with rotating crown, when adjusting time, please anticlockwise rotate the crown before pulling it, do not pull it directly. When finish adjusting, please push it back clockwise so that it can well prevent the water from entering the watch.
5. For watch with calendar, when adjusting date, please set the date one day in advance first, after that adjust to the date you want by turning the hour hand. It can avoid mixing up day and night if not adjust the calendar directly.
6. Quartz watches are powered by batteries inside which will inevitably have to be replaced over a period of time. Many quartz watches have simple battery indicators to inform you when the battery power is starting to fade. These indicators include the sweeping second hand skipping several seconds at a time, moving back and forth in the same spot or being completely stopped altogether. When your watch battery does need to be replaced, please have it replaced at a repair or service center authorized by Naviforce watch.
7. Watch bands may require more attention since they directly touch the skin and could easily become soiled from perspiration and dust, they should be cleaned regularly.  
For metal band, please use a soft toothbrush to remove the stains, for heavy stains it is highly recommended to apply a mild soap or detergent mixed with water to clean them.

For leather strap, apply some leather oil on the surface of the leather is a good way to protect it. It is best to avoid wearing a leather strap watch while in the shower, swimming and performing water related everyday activities. If the strap get wet, gently rubbing it with a small dry cloth immediately. Also place your leather strap watch in a well ventilated room to allow the strap to stay dry and do not direct contact with sunlight to avoid fading and discoloration.

8. Please do not make the watch too tight for your hand. It is more appropriate if leaves around one finger's space between the wrist and the watch.
9. The interference of strong electrostatic charge may lead to the failure of the display screen to act normally and even damage the accessories inside the watch .
10. If there is moisture appear inside the watch, please have it checked by the authorized distributors or NAVIFORCE watch agents immediately.
11. The electroplated layer of the watch may fade because of strong collision, fretting, friction, etc.
12. Avoid exposing the watch to gasoline, cleaning solvents, adhesive agents, paint, or aerosol sprays, which may damage the sealing ring, the watchcase and the surface of the watch. if the watch has contacted the above articles, please clean it with water immediately.
13. Use a soft and dry cloth daily to wipe off moisture, sweat and dirt has accumulated on the case, case back and watch band to avoid corrosion and maintain the durability of the case, case back and band.
14. The waterproof rubber sealing ring is designed to prevent the water and dust from entering the watch, it would be better to replace it every two or three years.
15. Interference of electrostatic charge may lead to winding patterns on the display screen which won't influence the functions of the watch.

## 3 ATM WATER RESISTANCE

Water Resistant is a common mark stamped on the back of watch. 3ATM water resistance means 30 Meters water resistance. However, it does not mean the watch was designed for repeated long - term use in such water depths. Please note that 3ATM water resistance can be only for daily life used, such as splash and rain, but not suitable for showering, bathing, swimming, snorkelling, water related work and fishing .

\* There are several precautions to consider as well:

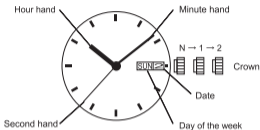
- Do not put a water resistant watch in water while the crown is pulled out.
- Do not turn or pull out the crown when the watch is wet.
- Even if a watch is water resistant, avoid placing it directly under running water from a faucet. The water pressure from a faucet is sufficient to result in moisture penetration inside the watch.
- The water resistance of a watch is not permanently guaranteed. It is affected by the ageing of gaskets or deformation of watch parts due to an accidental shock. We recommend that you have the water resistance of the watch checked regularly to ensure it's functionality .
- To preserve it's water resistance as long as possible, wipe off moisture, sweat or dirt with a soft, dry cloth after removing it from the wrist .



# INSTRUCTIONS OF THE WATCH

## Pattern 1: 3 hands / Day / Date

### Display



### Crown operation

		Crown position	
		N : normal	1 : 1st click
Crown	Free	<ul style="list-style-type: none"> <li>• Turn counterclockwise for date change</li> <li>• Turn clockwise for day of the week change</li> </ul>	2 : 2nd click Time setting

### How to set time

- (1) Pull the crown out to the 2nd click position when the second hand is at the 12 o'clock position.
- (2) Turn the crown to set the hour and minute hands.
- (3) Push the crown back to the normal position.

### How to set date and day of the week

- (1) Pull the crown out to the 1st click position.
- (2) Turn the crown to set the date and the day of the week.  
-Do not set the date and day of the week between 9:00 p.m. and 4:00 a.m..
- (3) Push the crown back to the normal position.

Tips : When the date and the day of the week changes during daytime, it happens when a.m./p.m. is wrongly set.  
Advance the hour hand by 12 hours.

### Power depletion warning function

When the battery nears its end, the second hand moves at two-second intervals instead of the normal one-second intervals. In that case, have the battery replaced with a new one as soon as possible.  
-The watch remains accurate while the second hand is moving at two-second intervals.

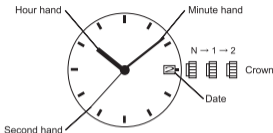
The usage of pattern 1 is also adapted to the following movements:

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## Pattern 2: 3 hands / Date

### Display



### Crown operation

Crown position			
	N : normal	1 : 1st click	2 : 2nd click
Crown	Free	Turn for date change	Time setting

### How to set time

- (1) Pull the crown out to the 2nd click position when the second hand is at the 12 o'clock position.
- (2) Turn the crown to set the hour and minute hands.
- (3) Push the crown back to the normal position.

### How to set date

- (1) Pull the crown out to the 1st click position.
- (2) Turn the crown to set the date.
  - Do not set the date between 9:00 p.m. and 1:00 a.m..
- (3) Push the crown back to the normal position.

Tips : When the date change during daytime, it happens when a.m./p.m. is wrongly set. Advance the hour hand by 12 hours.

### Power depletion warning function

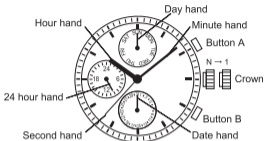
When the battery nears its end, the second hand moves at two-second intervals instead of the normal one-second intervals. In that case, have the battery replaced with a new one as soon as possible.

- The watch remains accurate while the second hand is moving at two-second intervals.

## Pattern 3: - Pusher

### - Day / Date / 24 hour

#### Display



#### Crown and button operation

	Crown position	
	N: normal	1: 1st click
Crown	Free	Time setting
Button A	Day change	
Button B	Date change	

#### How to set time

- (1) Pull the crown out to the 1st click position when the second hand is at the 12 o'clock position.
- (2) Turn the crown to set the hour and minute hands.  
-When setting the hour hand, check that the 24 hour hand is correctly set.
- (3) Push the crown back to the normal position.

#### How to set date and day of the week

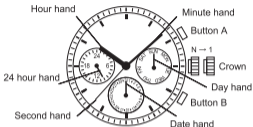
**Day Correction :** With each pressing of the button A, the day hand advances to the next day of the week.

**Date Correction :** With each pressing of the button B, the date hand advances 1day.

-Do not set the date and the day hands between 9:00 p.m. and 4:00 a.m.. Otherwise, they may not change properly.

## Pattern 4: - Pusher - Day / Date / 24 hour

### Display



### Crown and button operation

	Crown position	
	N: normal	1: 1st click
Crown	Free	Time setting
Button A	Day change	
Button B	Date change	

### How to set time

- (1) Pull the crown out to the 1st click position when the second hand is at the 12 o'clock position.
- (2) Turn the crown to set the hour and minute hands.  
-When setting the hour hand, check that the 24 hour hand is correctly set.
- (3) Push the crown back to the normal position.

### How to set date and day of the week

**Day Correction :** With each pressing of the button A, the day hand advances to the next day of the week.

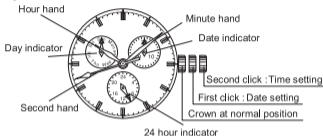
**Date Correction :** With each pressing of the button B, the date hand advances 1day.

-Do not set the date and the day hands between 9:00 p.m. and 4:00 a.m.. Otherwise, they may not change properly.

## Pattern5: - Without Pusher - Day / Date / 24 hour

### DISPLAY AND CROWN OPERATION

#### Display



### TIME SETTING



1. Pull out the crown to the second click when the second hand is at the 12 o'clock position.



2. Push the crown back to the normal position in accordance with a time signal.



3. Pull out the crown to the first click. Turn the crown counter-clockwise to set the date.



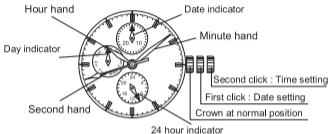
4. Push the crown back to the normal position.

-Do not set the date between 9:00PM and 3:00AM, otherwise the date may not change properly. If it is necessary to set the date during that time period, firstly change the time to any time outside it and set the date, and then reset the correct time.

## Pattern6: Without Pusher - Day / Date / 24 hour

### DISPLAY AND CROWN OPERATION

Display



### TIME SETTING



1. Pull out the crown to the second click when the second hand is at the 12 o'clock position.



2. Push the crown back to the normal position in accordance with a time signal.



3. Pull out the crown to the first click. Turn the crown counter-clockwise to set the date.

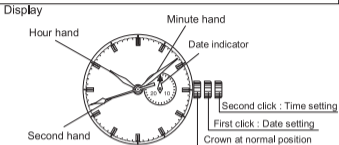


4. Push the crown back to the normal position.

-Do not set the date between 9:00PM and 3:00AM, otherwise the date may not change properly. If it is necessary to set the date during that time period, firstly change the time to any time outside it and set the date, and then reset the correct time.

## Pattern7: Without Pusher - Date

### DISPLAY AND CROWN OPERATION



### TIME SETTING



1. Pull out the crown to the second click when the second hand is at the 12 o'clock position.



2. Push the crown back to the normal position in accordance with a time signal.



3. Pull out the crown to the first click. Turn the crown counter-clockwise to set the date.



4. Push the crown back to the normal position.

-Do not set the date between 9:00PM and 3:00AM, otherwise the date may not change properly. If it is necessary to set the date during that time period, firstly change the time to any time outside it and set the date, and then reset the correct time.

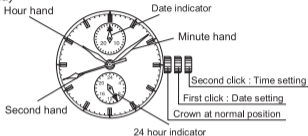


## Pattern8: Without Pusher

### - Day / Date / 24 hour

#### DISPLAY AND CROWN OPERATION

Display



#### TIME SETTING



1. Pull out the crown to the second click when the second hand is at the 12 o'clock position.



2. Push the crown back to the normal position in accordance with a time signal.



3. Pull out the crown to the first click. Turn the crown counter-clockwise to set the date.

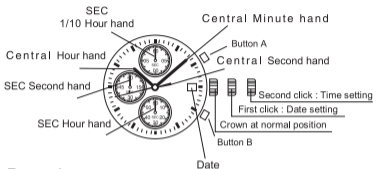


4. Push the crown back to the normal position.

-Do not set the date between 9:00PM and 3:00AM, otherwise the date may not change properly. If it is necessary to set the date during that time period, firstly change the time to any time outside it and set the date, and then reset the correct time.

## Pattern9: - CHRONOGRAPH

### Display



### Remarks :

- 1) The measurement time indicated by the stopwatch hands move independently of the center hands.
- 2) Chrono 1/10 sec : The stopwatch 1/10 second hand moves for a first minute. After one minute, it indicates the measurement time when it is stopped.

### ADJUSTING THE STOPWATCH HAND POSITION

- \* Before setting the time, check if all the chronograph hands (1/10 second, second, minute) are at the "0"(12 o'clock) position.
- \* If the stopwatch is in use, press the buttons in the following order to reset it, and then, check if the hands return to "0" position.  
(For details , see "HOW TO USE THE STOPWATCH")
- \* If the chronograph is counting : A > B
- \* If the stopwatch is stopped : B
- \* If the split time is displayed : B-> A > B

**\*If either of the stopwatch hands are not in the "0" position , reset them following the procedure below.**

(1) Pull the crown out to second click.

(2) Press button A or B to reset all stopwatch hands to "0" position.

\* The stopwatch minute hand moves correspondingly with the stopwatch second hand.

\* The hands move quickly if the respective buttons are kept pressed.

(3) Push the crown back to the normal position.

### TIME SETTING

\* Before setting the time, check that the chronograph measurement is stopped.

(1) Pull out the crown to the first click.

(2) Turn the crown clockwise until the preview day's date appears.

(3) Pull out the crown to the second click when the second hand is at the 12 o'clock position. It will stop on the spot. Set the hands to the desired time of the day (make sure AM/PM is set correctly) by turning the crown.

\* When the crown is at the second click position, do not press any button. Otherwise the chronograph hands will move.

(4) Push the crown back in the normal position in accordance with a time signal.

\* Do not set the date between 9:00 P.M. and 1:00 A.M, otherwise the day may not change properly. If it is necessary to set the date during the time period, firstly change the time to any time outside it, set the date and then reset the correct time.

## HOW TO USE THE STOPWATCH

- \* The measurement time is indicated by the stopwatch hands that move independently of the center hands (and 24-hour hand where applicable).
- \* The stopwatch can measure up to 60 minutes
- \* The stopwatch measures in 1/10 second increments.

### Standard measurement (e.g.100m race)

Press the buttons in the following order:



### Accumulated elapsed time measurement (e.g.basketball game)



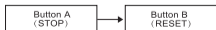
\* Restart and stop of the stopwatch can be repeated as many times as necessary by pressing button A.



### Split time measurement (e.g.5,000m race)



\* Measurement and release of the split time can be repeated as many times as necessary by pressing button B.











The crossed out wheelie bin symbol is to remind you that **electrical** waste, **electronic** products, **batteries** and **accumulators** should not be disposed of together with household waste.



If you are unable to reuse or recycle your article it should be discarded at a civic amenity site or local authority recycling facility.

*Important!* Please keep **small** parts such as springbars and springbar removal tools away from **small** children.

# NAVIFORCE WATCHES WATER RESISTANT CHART:

What is waterproof		Conditions Range							
		 Water Drop	 Rain	 Car Wash	 Shower	 Swim	 Strenuous Exercise	 Shallow Dive	 Diving Depth
<b>3ATM</b>	Water Resistant 30m	✓	✓						
<b>5ATM</b>	Water Resistant 50m	✓	✓	✓	✓				
<b>10ATM</b>	Water Resistant 100m	✓	✓	✓	✓	✓	✓	✓	

## For information on service:

Please contact the retailer where the watch was purchased for information regarding repairs and warranty. You can also contact our Customer Service Department by using the contact form on our website: [WWW.NAVIFORCE.COM](http://WWW.NAVIFORCE.COM)